FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00038704 **Type of Permit:** FILMING **Release Date:** 04/01/2011

Production Company LIEBERMAN PRODUCTIONS

Insured Company Name LIEBERMAN PRODUCTIONS
Contact Phone No. 1 415-955-0855
Contact Phone No. 2
Fax 415-955-0822
Address 455 9TH ST
SAN FRANCISCO, California 94103

Production Title PROACTIV

Type of Production Commercial - Standard

Producer VICTORIA SIMPSON

Director TBD TBD

1st AD JEFF VIBES

Production Manager RANDI CALDWELL

FilmL.A. Coordinator Yulizza Ramirez

Location Manager WENDY DONOVAN
Primary Phone Mobile - 323-240-1188
Secondary Phone

Location Assistant N/A N/A
Primary Phone Mobile - 000-000-0000
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $710.00

Number of Locations 1

NOT A PERMIT

Permit #F00038704

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Summary Information — Location

Permit Number F00038704
Production Company LIEBERMAN PRODUCTIONS
Insured Company LIEBERMAN PRODUCTIONS
Production Title PROACTIV

Location Manager WENDY DONOVAN
Primary Phone Mobile - 323-240-1188
Secondary Phone

Location Address 5955 S Western Ave, Los Angeles, CA, 90047

Location Type Gallery

Location Description LOS ANGELES DESIGN CENTER

Prep Dates 4/4/2011 - 4/4/2011 07:00 - 22:00 1 day

Film Dates 4/5/2011 - 4/5/2011 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Lieberman AA.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	30
Cube Trucks	2
Generator	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	40

Filming Activities Equipment on property; Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 08 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Suzan Nelson

Parking
Base Camp Location Type : Other Location — 5975 S Western Ave, Los Angeles, CA, 90047
Crew Parking Location Type : Other Location — 5975 S Western Ave, Los Angeles, CA, 90047

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APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of *Lieberman Productions* ("Principal") and am
Name of "Principal" / Production Company
authorized to enter into binding contractual agreements on Principal's behalf. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILM L.A., INC.* for any city , county or other jurisdiction where *FILM L.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILM L.A., INC.* and any city, county or other jurisdiction where *FILM L.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILM L.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated *3/30/11*

By *Wendy Smith* ← **SIGN HERE**
Representative's Signature

Lieberman Productions
Name of "Principal" (Production Company)

Wendy Smith
Print Princpal Representative's Name

Location Manager
Representative's Title (i.e. UPM, Loc Mgr)

455 9th Street
Principal's Address

San Francisco, CA 94103
City, State, Zip Code

415-955-0855
Principal's Telephone Number

NOT A PERMIT